

What is claimed is:

1. A method of providing wellness related services including at least one of
5 wellness, health, or fitness services to an authorized user through a distributed
communications network, comprising:

identifying a portal with a portal identifier;
storing the portal identifier associated with the portal in a database;
sending a request from the portal to an on-line wellness related site;
10 processing the request at a controller to determine whether the request was from
the portal;
assigning an access code to the user, the access code defining a level of wellness
related services available to the user; and
providing services to the user through the distributed network that correspond to
15 the user's access code.

2. A method as in claim 1, further comprising the steps of:
identifying the authorized user with a user identifier;
storing the user identifier in a database; and
20 processing the request at the controller to determine whether the request was from
the authorized user.

3. A method as in claim 1, wherein the assigning of the access code depends
in part on whether the location of the authorized user is at a sponsored portal or a non-
25 sponsored portal.

4. A method as in claim 1, further comprising the step of:
providing a retail site for selling goods to authorized users.

5. A method as in claim 4, further comprising the steps of:
30 providing a selection of goods to the user and making that selection of goods
available for the user to purchase through the distributed network.

6. A method as in claim 4, further comprising the step of:
providing a system that allows the on-line wellness related site to charge users for
access to the wellness related site defined, at least in part, on the type of the portal.

5 7. A method as in claim 1, wherein the processing step further includes
determining whether the request was sent from a sponsored portal.

8. A method as in claim 1, wherein the processing step further includes
determining whether the request was sent from a non-sponsored portal.

10 9. A method as in claim 1, wherein the sending step comprises sending user
identifying data through the distributed network.

10. A method as in claim 7, wherein the determining step comprises receiving
15 an address from the portal and comparing the address to data comprising sponsored portal
addresses.

11. A method as in claim 1, further comprising the step of gathering user
lifestyle information.

20 12. A method as in claim 11, further comprising the step of adapting the level
of services provided to the user based on the user's lifestyle information.

25 13. A method as in claim 1, wherein the distributed network comprises the
Internet.

14. A method as in claim 1, further comprising the step of:
sending an electronic statement from the on-line wellness related site to the portal
through the distributed network that reflects the services provided to the user.

30 15. A method as in claim 4, further comprising the step of:
sending an electronic statement from the on-line wellness related site to the portal
through the distributed network that reflects the goods sold to the user.

16. A method as in claim 4, further comprising the steps of:
tendering payment information at the portal; and
transmitting the tendered payment information from the portal to the on line
wellness related site through the distributed network.

17. A method as in claim 4, wherein the assigning step comprises the steps:
determining whether the user has received pre-authorization for receiving specific
goods or services; and
assigning the access code in part on whether the user has received pre-
authorization.

18. A method as in claim 17, further comprising the steps of:
providing payment to a sponsor prior to the sending step; and
pre-authorizing the user to receive specific goods or services based on the payment
provided to the sponsor.

19. A method as in claim 17, further comprising the steps of:
providing payment to a party representing the sponsor prior to the sending step;
and
pre-authorizing the user to receive specific goods or services based on the payment
provided to the third party.

20. A method as in claim 1, wherein the portal comprises a sponsored portal
and the method further comprises the steps of:
retaining a user's wellness related profile including at least a wellness, health or
fitness profile on the wellness related site; and
updating the user's wellness related profile from the sponsored portal.

21. A method as in claim 1, wherein the portal comprises a non-sponsored
portal and the method further comprises the steps of:
retaining a user's wellness related profile including at least a wellness, health or
fitness profile on the wellness related site; and
updating the user's wellness related profile from the non-sponsored portal.

22. A method as in claim 1, wherein the portal is a sponsored portal and the method further comprises the steps of:

providing a non-sponsored portal;

retaining a user's wellness related profile including at least a wellness, health or
5 fitness profile on the wellness related site; and

updating the user's wellness related profile from at least one of said sponsored and non-sponsored portals.

23. A method as in claim 1, wherein the portal is a sponsored portal and the
10 method further comprises the steps of:

providing a non-sponsored portal; and

wherein the providing services step comprises providing a level of services to the user based at least in part on the user's access to the on-line wellness related site from one of the sponsored and non-sponsored portals.

24. A method as in claim 1, wherein the portal is a sponsored portal and the
15 method further comprises the steps of:

providing a non-sponsored portal;

determining whether the request was received from one of the sponsored and non-
20 sponsored portals; and

controlling the services available to the user based at least in part on the results of said determining step.

25. A method as in claim 1, wherein the portal is a sponsored portal and the
25 method further comprises the steps of:

providing a non-sponsored portal;

determining whether the request was received from one of the sponsored and non-sponsored portals; and

wherein the assigning step includes the step of assigning the access code based
30 upon which portal is accessed.

26. A method as in claim 1, further comprising the step of:
providing user lifestyle information to the portal, and wherein the services
providing step comprises providing practical guidelines and advice to the user.

5 27. A method as in claim 1, further comprising the steps of:
providing at least one control group, each control group includes at least one
authorized user; and
assigning the user to one of the control groups.

10 28. A method as in claim 27, wherein the services providing step comprises
providing information or goods to the user based upon the control group to which the user
has been assigned.

15 29. A method as in claim 27, further comprising the step of creating practical
guidelines and advice for the control group, and wherein the services providing step
comprises providing a user improvement plan for the user, the user improvement plan is
selected to be related to the practical guidelines and advice for the control group.

20 30. A method as in claim 29, wherein the practical guidelines and advice
creating step comprises providing models by experts in the field of the control group and
creating the practical guidelines and advice based on the models.

25 31. A method as in claim 29, wherein each control group includes group result
data, the method further comprises the step of:
providing the result data to the portal;
storing the result data to the group result data for the authorized user's control
group; and
adjusting the user improvement plan for each user in the authorized user's control
group based on the stored group result data.

30 32. A method as in claim 29, further comprising the step of providing an alarm
signal to a system administrator if the user improvement plan for the users in the control
group needs to be adjusted.

33. The method as in claim 30, further comprising:
storing result data for the authorized user;
assigning the user to a new control group based on the stored result data for the
5 user.

34. A method as in claim 1, further comprising:
storing wellness related information including at least one of wellness, health or
fitness information relating to the user;
10 creating at least one wellness related profile including at least a wellness, health or
fitness profile; and
assessing the stored wellness related information to evaluate the user wellness
related profile.

35. A method as in claim 34, further comprising:
updating the stored wellness related information with additional wellness related
information for the user.
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36. A method as in claim 35, further comprising:
offering practical guidelines and advice to the user through the distributed network
20 based on the user's wellness related profile.

37. A method as in claim 35, further comprising:
retaining a profile history of stored wellness related information;
25 sending the profile history from the controller to the portal through the distributed
network; and
monitoring the profile history at the portal.

sending a request from a portal to an on-line wellness related site;

assigning an access code to the user if the user is authorized, the access code defining a level of wellness related services available to the user; and

39. A method as in claim 38, further comprising the step of:
providing a retail site for selling goods to authorized users.

41. A method as in claim 39 further comprising the step of:
providing a system that allows the on-line wellness related site to charge users for
access to the wellness related site defined, at least in part, on the type of the portal.

43. A method as in claim 38, wherein the sending step comprises sending user identifying data through the distributed network.

45. A method as in claim 38, further comprising the step of gathering user lifestyle information.

46. A method as in claim 45, further comprising the step of adapting the level of services provided to the user based on the user's lifestyle information.

5 47. A method as in claim 38, wherein the distributed network comprises the Internet.

48. A method as in claim 38, further comprising the step of:
10 sending an electronic statement from the on-line wellness related site to the portal through the distributed network that reflects the services provided to the user.

49. A method as in claim 39, further comprising the step of:
15 sending an electronic statement from the on-line wellness related site to the portal through the distributed network that reflects the goods sold to the user.

50. A method as in claim 39, further comprising the steps of:
20 tendering payment information at the portal; and transmitting the tendered payment information from the portal to the on line wellness related site through the distributed network.

51. A method as in claim 39, wherein the assigning step comprises the steps:
25 determining whether the user has received pre-authorization for receiving specific goods or services; and assigning the access code based in part on whether the user has received pre-authorization.

52. A method as in claim 51, further comprising the steps of:
30 providing payment to a sponsor prior to the sending step; and pre-authorizing the user to receive specific goods or services based on the payment provided to the sponsor.

53. A method as in claim 51, further comprising the steps of:
providing payment to a party representing the sponsor prior to the sending step;
and
pre-authorizing the user to receive specific goods or services based on the payment
5 provided to the third party.

54. A method as in claim 38, wherein the portal comprises a sponsored portal
and the method further comprises the steps of:
retaining a user's wellness related profile including at least a wellness, health or
10 fitness profile on the wellness related site; and
updating a user's wellness related profile from the sponsored portal.

55. A method as in claim 38, wherein the portal comprises a non-sponsored
portal and the method further comprises the steps of:
15 retaining a user's wellness related profile including at least a wellness, health or
fitness profile on the wellness related site; and
updating a user's wellness related profile from the non-sponsored portal.

56. A method as in claim 38, wherein the portal is a sponsored portal and the
20 method further comprises the steps of:
providing a non-sponsored portal;
retaining a user's wellness related profile including at least a wellness, health or
fitness profile on the wellness related site; and
updating a user's wellness related profile from at least one of said sponsored and
25 non-sponsored portals.

57. A method as in claim 38, wherein the portal is a sponsored portal and the
method further comprises the steps of:
providing a non-sponsored portal; and
30 wherein the providing services step comprises providing a level of services to the
user based at least in part on the user's access to the on-line wellness related site from one
of the sponsored and non-sponsored portals.

58. A method as in claim 38, wherein the portal is a sponsored portal and the method further comprises the steps of:
providing a non-sponsored portal;
determining whether the request was received from one of the sponsored and non-
5 sponsored portals; and
controlling the services available to the user based at least in part on the results of said determining step.

59. A method as in claim 38, wherein the portal is a sponsored portal and the
10 method further comprises the steps of:
providing a non-sponsored portal;
determining whether the request was received from one of the sponsored and non-
sponsored portals; and
wherein the assigning step includes the step of assigning the access code based
15 upon which portal is accessed.

60. A method as in claim 38, further comprising the step of providing
information to the portal, and wherein the services providing step comprises providing
practical guidelines and advice to the user.

61. A method as in claim 38, further comprising the steps of:
providing at least one control group, each control group includes at least one
authorized user; and
25 assigning the user to one of the control groups.

62. A method as in claim 61, wherein the services providing step comprises
providing information or goods to the user based upon the control group to which the user
has been assigned.

63. A method as in claim 61, further comprising the step of creating practical
guidelines and advice for the control group, and wherein the services providing step
comprises providing a user improvement plan for the user, the user improvement plan is
selected to be similar to the practical guidelines and advice for the control group.

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69. A method as in claim 68, further comprising the step of providing on-line advice to authorized users.

5 70. A method as in claim 68, further comprising the step of gathering user fitness, nutrition, and wellness information when a user first connects the portal to the on-line site.

10 71. A method as in claim 70, further comprising the step of allowing users to update their fitness, nutrition, and wellness information over time from non-sponsored portals.

15 72. A method as in claim 68, further including the step of providing electronic mail services to authorized users.

73. A method as in claim 69, wherein the step of providing on-line advice includes advice from wellness related providers including at least one of wellness, health or fitness providers.

20 74. A system for providing access to wellness related services including at least one of wellness, health or fitness services through a publicly accessible distributed network, comprising:

a publicly accessible distributed network;
at least one portal connected to communicate with the distributed network, the
25 portal processing an access program that interfaces the distributed network to the portal;
an on-line wellness related site connected to communicate with the distributed network, the on-line wellness related site processing a second access program that interfaces the distributed network to the on-line wellness related site;
a plurality of databases for storing wellness related information including at least
30 one of wellness, health or fitness information and authorization data; and
an authorization procedure for authorizing access based at least in part on whether the portal is a sponsored portal and whether the user is authorized.

76. The system of claim 74, wherein the plurality of databases comprises at
5 least one user database that comprises exercise, nutrition, and wellness data.

10 78. The system of claim 74, further comprising an on-line retail site connected
to communicate with the distributed network such that the on-line retail site is in
communication with the on-line wellness related site.

79. The system of claim 78, further comprising an order database that retains
15 data on goods for sale and goods sold to users.

80. The system of claim 74, wherein the plurality of databases comprises at least one control group database.

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